The Radio Institute of the Audible Arts

FOUNDED BY THE PHILCO RADIO & TELEVISION CORPORATION

EIGHTY BROADWAY . . . NEW YORK

PITTS SANBORN, DIRECTOR

NEWS LETTER MARCH 28, 1935

Educational Broadcasting

THERE WERE, according to a recent report, thirty-eight broadcasting stations operated by educational institutions in twenty-two states. A list of these stations is noted on another page of this bulletin.

Since the Radio Institute of the Audible Arts was founded some months ago by Philco Radio & Television Corporation, it has received from some of these groups interesting material about the educational programs which they are conducting. In the thought that an abstract of these "air curricula" might be of interest to all of our correspondents, we are setting down as many as space will permit.

This very informal survey by no means purports to be a complete picture of educational broadcasting, but is merely suggestive of what is being done and can be done in this direction. We cordially invite correspondence with other educators and broadcasters who are active in this work. Your experiences and suggestions will be most helpful to us in our work of stimulating interest in and fuller utilization of radio today, in its broadest aspects, as an instrument of education and culture.

Pitts Sanborn

Ohio School of the Air

OF THE various "Schools of the Air" now available through the radio, that conducted by the Department of Education of the State of Ohio is one of the oldest and best known.

Employing the facilities of stations WLW and WOSU, the School presents a fifteen minute program three days a week. On Tuesdays from 2:15 to 2:30 P.M. there is a story period, in which history, nature study, trades and crafts are taught. Each Wednesday from 2:30 to 2:45 P.M. famous stories and fairy tales are presented in dramatic form by the Schuster-Martin School of Drama over WLW. On Thursdays, a general story period is presented over the same station.

For each of these broadcasts, the public schools using the programs are provided with prepared questionnaires. The entire subject of the broadcast is dealt with exhaustively, the questionnaires being of the true-or-false, fill-in, drawing and underlining type.

Ohio Emergency Radio Junior College

THE RADIO JUNIOR COLLEGE, conducted by Ohio State University in cooperation with the Emergency Schools Administration from the University radio station WOSU, is now completing its second year on the air.

Courses in Psychology, Home Economics, French, English, Social Ethics, Engineering and Education are offered to regularly enrolled students at remote points, who are furnished with syllabi, manuals, supplementary notes and readings, and examinations.

Twenty county radio teachers or supervisors are taking an active interest in enrolling students. Seventy of Ohio's eighty-eight counties are represented in the enrollment and listeners in seven neighboring states have filled out registration cards.

Besides the fact that it provides college courses for unemployed young people, the College offers obvious advantages over casual and unplanned listening to educational programs.

Florida's School of the Air

THE UNIVERSITY OF FLORIDA operates station WRUF at Gainesville, Florida, on a frequency of 620 kilocycles, and with 5000 watts power. Garland Powell, director of the station, has analyzed the program for us as follows:

"Our educational programs run between 35 and 40 percent of the time. From 9:00 to 9:45 each morning we broadcast 'Music Appreciation' to the public schools of Florida. From 9:45 to 10:00 we have a domestic science period; 10:20 to 10:30, public health talks; 11:30 to 12:00, the 'Symphonic Hour'; 12:00 to 1:00, the 'Florida Farm Hour'; 2:00 to 2:55, the 'Educational Hour,' dealing with important daily problems or public questions; from 2:55 to 3:00, we have a period devoted to the 'World Book Man' in which an interesting question is asked and answered; from 3:00 to 4:00 is the 'Hour With the Masters,' an operatic period with lectures and music dealing with the better things of music; at 6:00 o'clock each evening we have a fifteen minute period of lectures given by the various professors of the University on different topics."

Advantage to Rural Schools

IN THE MUSICAL APPRECIATION MANUAL, prepared for the University of Florida's "School of the Air," President John J. Tigert is quoted as saying:

"Radio enables the rural schools to enjoy the advantages of hearing the greatest educators. It will eventually bring some of the advantages to the rural schools that the city schools now enjoy. A course given over the radio affords the same instruction to all alike."

Michigan State College

SIX DAYS A WEEK an average of ten educational programs emanate from the studios of the Michigan State College Station, WKAR, which is operated on a frequency of 1040 kilocycles and 1000 watts power at East Lansing, Michigan.

During March the College is broadcasting programs dealing with the following subjects: Agricultural Engineering, Animal Husbandry, Bacteriology, Biology, Book Review, Business Trends, Campus News, Dairying, Economics, Electrical Engineering, English, Entomology, Farm Crops, Forum, 4-H Club, Geology, Home Economics, Horticulture, Landscape Architecture, Market Reports, Michigan State College Hour, Music Appreciation, Music, Pets, Physics, Poultry, Soils, Spanish Lesson, Spartan Theater of the Air, Sports Commentator, State Department of Agriculture, State Department of Conservation, State Department of Education, and Travel.

Most of the above programs are weekly features. The biology course, entitled "Biology and a New Deal" is especially designed for biology classes in high schools and is presented each Thursday at 2:30 P.M., Central Time. A special study outline has been prepared for students participating in the course.

University of Michigan Radio Extension

OVER THE FACILITIES of WJR in Detroit, the University of Michigan presents series of programs in the following fields: Parent Education; Classes in Stringed Instruments; Classes in Wind Instruments; Classes in Elementary Singing; Michigan My Michigan Series; Vocational Guidance Series; Language Series; Speech Series; Student Health Series; and Series on Mental Hygiene of Adolescence.

In addition to these programs, the University Night Programs feature faculty discussions of current problems and of University research projects. Three mornings a week students in speech classes present laboratory programs, including campus news, dramatics and interviews.

Mimeographed weekly announcements, listing speakers, topics, days and hours, and containing brief reading lists, are mailed two weeks in advance of the program to any schools or teachers requesting them. It has been the practice of the University Extension Division to mimeograph and mail copies of talks for which more than twenty-five requests have been received.

Iowa Child Welfare Programs

OVER THE FACILITIES of both WSUI and WOI, the Iowa Child Welfare Research Station, in cooperation with Iowa State College and Iowa State Teachers College, presents the Iowa Radio Child Study Club, designed to offer parents systematic help on problems of child rearing.

Three courses are offered—one dealing with preschool children, one with elementary school children, and one with adolescents. Each course consists of two series. The first series is given before Christmas and includes ten broadcasts, while the second consists of twelve broadcasts after Christmas. Parents may register for either or both series in one or more courses.

The formation of listening groups by parents is encouraged. Each leader is supplied with an advance copy of the lecture and an assignment, including supplementary reading, and a discussion subject to follow the broadcast.

University of Iowa

THE UNIVERSITY OF IOWA offers both a High School of the Air and a series of weekly programs for women's clubs over the University station WSUI, which operates on a frequency of 880 kilocycles and power of 500 watts at Iowa City, Iowa.

The High School of the Air is designed to supplement classroom work and to make possible instruction direct from the University. The contents have been selected so that the programs will constitute an integral part of the regular high school course. High school principals and teachers are provided in advance with informative material and assignment lists.

Last semester, the following courses were offered to high schools: Child Development, Orchestral Music, Vocal Music, Debating, Public Speaking, Social Studies and English Compositions. The programs are broadcast four days a week.

Iowa Federation of Women's Clubs

THE PROGRAMS prepared by the University for the Iowa Federation of Women's Clubs, consist of talks, interviews and dramatizations, and are designed to augment the years' study of clubs and club departments. Speakers who are specialists in the various fields are presented, and each phase of the Federation's work is featured. The University encourages group listening with supplementary discussions in connection with these broadcasts.

University of Kansas

ON SIX DAYS OF EACH WEEK, the University of Kansas presents programs that are parts of regular series broadcast over KFKU, which has a frequency of 1220 kilocycles and 1000 watts power. The University offers programs with the following titles: Book Reviews, Provinces of Poetry, Elementary French Lessons, The American Novel, Athletic Scrapbook, Elementary Spanish Lessons, Studies of Living Things, Health Talks, The Art of Teaching, Musical Programs, Athletic Interview, Music Appreciation Period, and Talks on Engineering.

University of Wisconsin

MANY EDUCATORS are of the opinion that educational broadcasting can be effective and acceptable to the public only when it possesses entertainment value. Those who subscribe to this belief will be interested to learn that the University of Wisconsin is putting on two dramatic shows intended to give the public some conception of the University's scientific achievements. The scripts have been prepared by the University and the programs will be produced and the roles enacted by students.

University of Kentucky

THE PROGRAMS given by the University of Kentucky originate in the University studios in Lexington and are carried by special wire to Louisville, where they are broadcast over WHAS operating on a frequency of 820 kilocycles and with a power of 50,000 watts.

Five days a week programs of general educational interest to professional men, farmers, business men, housewives, teachers, students and clubwomen, are broadcast.

During the first six months of this year, twenty-nine series of educational and informative talks are being presented. Some of the subjects are Poultry, Science, Fruit Growers, History of Kentucky Counties, Parent Teacher Talks, Engineering on the Farm, Pioneer Days in Old Kentucky, Nature Talks, Popular Talks on Physics, Round Table on Current Events, Agricultural Market Review, Architecture, Kentucky Problems, English, Preparing for College, Life and Literature in Latin Countries, Popular Superstitions, Music, Government and Business, The Automobile, Summer Recreation and Health, Place of Art Education in the Public Schools, and Current Problems in Education.

Listening Centers in Kentucky

THE UNIVERSITY has established listening centers at nineteen points in the Kentucky mountains. Contributions were solicited and radios purchased for those communities unable to purchase their own. Other applications for listening centers are on file awaiting the necessary funds for the purchase of sets.

University of Southern California

DURING THE MONTH OF FEBRUARY the University of Southern California presented eighty broadcasts dealing with a wide variety of subjects, including music, science, education, literature, research, history, English, business, child training and adult education. The University of the Air, a regular feature, is presented five days a week from 4:45 to 5:00 P.M., and consists of a talk by a recognized authority in a special field.

The University's programs are broadcast over different stations, many of them being heard over the Columbia Don Lee Broadcasting System.

New York Parent-Teachers Programs

SPONSORED JOINTLY by the New York City Board of Education and Teachers College, Columbia University, the WNYC "School of the Air" consists of lectures by noted educators, designed to aid teachers and parents in encouraging the children's educational development.

Typical subjects discussed on the programs are "Why Children Have Trouble With Arithmetic," "Reading Difficulties of Elementary School Children," and "What Makes a Good Teacher?".

Two weeks before each broadcast, discussion questions bearing on the topic to be considered, together with a selected reading list, are distributed to the various school systems. After the fifteen minute radio talk, superintendents and principals conduct the discussion for the balance of the hour. Approximately 10,000 elementary and secondary school teachers hear the programs, it is estimated.

Cleveland Public Schools

THE CLEVELAND PUBLIC SCHOOLS present series of musical lessons over the radio. Different courses are given for each grade, and there is one radio program for each grade each week. The teachers are furnished with advance literature telling the teacher what material is needed for the utilization of the program, outling the teacher's responsibilities before, during and after the broadcast, and containing suggestions for supplementary activity on the part of the class.

Chicago Public Schools

THE CHICAGO PUBLIC SCHOOLS broadcast a regular series of programs designed for the use of pupils from the sixth to twelfth grade, over WMAQ on Mondays, Wednesdays and Thursdays from 11:30 to 11:45 A.M. On Friday mornings, from 10:00 to 11:00, a musical program entitled "Great Music of All Times" is broadcast over both WMAQ and KYW.

The programs are selected by a committee composed of four grade and high school principals and one art supervisor. A typical monthly list of the Monday broadcasts, includes programs dealing with geography, civics, literature and history. The program committee keeps in constant touch with the use made of the broadcasts, through a questionnaire attached to the program bulletin.

Museums on the Air

THE METROPOLITAN MUSEUM OF ART in New York City is also active on the radio. Huger Elliot, Director of Education for the Museum gives a talk on the Museum's collection every Saturday at 12:30 P.M. over WOR, Newark, N. J. He also speaks on alternate Tuesdays at 5:30 P.M. over WNYC, the municipal broadcasting station.

The Buffalo Museum of Science, located at Humboldt Park, Buffalo, N. Y., broadcasts regularly over WGR. During the month of February a program was broadcast each Friday evening from 9:45 to 10:00 P.M. The subjects of the four talks were "Eclipses," "Aren't the Stars Bright!", "Our Planetary Twin" and "Evening Stars."

"A Challenge to Education"

". . . Radio has given education a new medium, but it has also presented it with a rather overwhelming challenge. There is an audience for every program, provided the program is technically well constructed and is presented to that section of the audience for which it is intended. An audience of millions is waiting to lend attentive ears to anyone who can interest it and hold its attention. . . . But the successful use of the new medium challenges many time-honored traditions of the classroom and campus. It challenges first and foremost the professor's sacred right to be dull. . . . The educator, if he wishes to grasp the remarkable opportunities afforded him by Radio, must go to school to the showman, the journalist, the feature writer, the popularizers of scientific themes, and to those men who have made a study and profession of broadcasting . . ."

From a brochure entitled "The Educational Program," by Merrill Denison, journalist, dramatist and consultant on the technical preparation of many educational programs. Copies of the complete brochure from which the above excerpts have been taken can be obtained, without charge, by writing to The Radio Institute of the Audible Arts, 80 Broadway, New York City.

National Broadcasting Company

SOME IDEA of the extent to which the networks are fostering the development of educational programs may be gathered from a study of the Educational Bulletin of the National Broadcasting Company, listing the regular educational features and special events broadcast over NBC facilities during the month of February.

There were approximately a hundred weekly programs and six daily ones. In addition, there were five international broadcasts, and six special events of major educational significance. In addition to the full network programs, there were special educational features broadcast over Pacific Coasts or midwestern stations.

An outstanding educational series is the one entitled "Our American Schools," which is broadcast over a nation-wide NBC-WEAF network every Saturday evening from 5:30 to 6:00 P.M., Eastern Standard Time, under the asupices of the National Education Association. The program is broadcast from the Washington headquarters of the Association, and is under the personal direction of Florence Hale, Director of Radio for the N.E.A. This program has been a regular feature for four years.

CBS American School of the Air

ONE OF THE MOST INTERESTING PROJECTS in education on the radio is the Columbia Broadcasting System's American School of the Air. Now in its sixth successive season, the School offers programs dealing with literature, history, geography, music, stories, foreign affairs and vocational guidance, broadcast five days a week from 2:30 to 3:00 P.M., Eastern Standard Time, over the facilities of eighty-seven stations of the Columbia Broadcasting System.

The scripts are prepared by a staff of ten authors, each one specializing in a particular subject. The curricula of the school is arranged with assistance of a Board of Counselors, consisting of recognized authorities in the various fields, and a cooperating committee of educators, musicians, etc.

An advance Teacher's Manual and Classroom Guide is distributed by Columbia at the beginning of the year, and is supplemented by weekly issuances containing suggestions for the utilization of particular programs. These usually take the form of an explanation of the purposes of the broadcast, questions for supplementary discussion, and supplementary reading lists.

WEVD University of the Air

THE SUCCESS of the University of the Air, founded by WEVD of New York in 1933, proves that even a small independent station can gain wide recognition and support by presenting outstanding educational programs.

With the inauguration of its third season, the University announced five regular series, one each night of the week, featuring prominent educators in discussion of such subjects as "Economic Planning-Society in the Making," "Education for a New Social Order," "Psychoanalysis Today," "The Art of Enjoying Music."

Other series planned for the year include "History Repeats Itself," "Labor Faces the Future," and "Literature and Drama." It is planned to have each series run for ten weeks. In addition to regular series broadcast currently, WEVD is offering two series from Washington: one, presenting prominent labor leaders; and the other, entitled "Legislating the New Deal," bringing members of the Senate before the microphone.

By means of modern transcriptions, WEVD has arranged to furnish all the programs of the University of the Air to college radio stations on a non-profit basis.

World Wide Broadcasting Corporation

AN INTERESTING EXPERIMENT in the utilization of short-wave broadcasting for educational purposes, is being conducted by the World Wide Broadcasting Corporation, a non-commercial organization operating station W1XAL in Boston.

The station, having a power of 5000 watts, and broadcasting on a frequency of 6040 kilocycles, can be located by owners of short-wave receiving sets midway between DJC, Berlin, and GSA, Daventry. The station goes on the air on Sundays at 5:00 P.M. Eastern Standard Time, and on Tuesdays and Thursdays at 7:30 P.M.

Programs dealing with Current Events, Music, Art, Popular Law, Adult Education, Religion, Economics and Foreign Affairs are broadcast regularly. The programs are arranged with the cooperation of an advisory committee of prominent educators, and are designed for use by school, college and club groups.

Program information may be obtained by writing to the Educational Director of the station at the University Club in Boston.

Educational Stations in the United States

THERE WERE, according to a recent report, thirty-eight stations operated by educational institutions in twenty-two of the states. They are as follows:

Station	*Kilocycles*	*Institution*	*Location*
WBBA	890	Purdue University	West Lafayette, Indiana
WCAC	600	Connecticut Agricultural College	Storrs, Connecticut
WCAD	1220	St. Lawrence University	Canton, New York
WCAL	1250	St. Olaf College	Northfield, Minnesota
WCAT	1200	South Dakota State School of Mines	Rapid City, South Dakota
WESG	1090	Cornell University	Ithaca, New York
WEW	760	St. Louis University	St. Louis, Missouri
WGST	890	Georgia Institute of Technology	Atlanta, Georgia
WHA	940	University of Wisconsin	Madison, Wisconsin
WHAZ	1300	Rensselaer Polytechnic Institute	Troy, New York
WHBY	1200	St. Norbert College	Green Bay, Wisconsin
WILL	890	University of Illinois	Urbana, Illinois
WJTL	1370	Ogelthorpe University	Ogelthorpe University, Georgia
WKAR	1040	Michigan State College	East Lansing, Michigan
WLB	1250	University of Minnesota	Minneapolis, Minnesota
WLBL	900	State of Wisconsin, Department Agriculture and Markets	Stevens Point, Wisconsin
WNAD	1010	University of Oklahoma	Norman, Oklahoma
WNYC	810	City of New York, Department of Plants and Structures	New York City
WOI	640	Iowa State College	Ames, Iowa
WOS	630	Missouri State Highway Patrol	Jefferson City, Missouri
WOSU	570	Ohio State University	Columbus, Ohio
WRUF	620	University of Florida	Gainesville, Florida
WSAJ	1310	Grove City College	Grove City, Pennsylvania
WSUI	880	State University of Iowa	Iowa City, Iowa
WSVS	1370	Seneca Vocational High School	Buffalo, New York
WTAW	1120	Agricultural and Mechanical College of Texas	College Station, Texas
WWL	850	Loyola University	New Orleans, Louisiana
KBPS	1420	Benson Polytechnic School	Portland, Oregon
KFDY	780	South Dakota State College	Brookings, South Dakota
KFJM	1370	University of North Dakota	Grand Forks, N. D.
KFKU	1230	University of Kansas	Lawrence, Kansas
KFRU	630	Stephens College	Columbia, Missouri
KOAC	550	Oregon State Agricultural College	Corvallis, Oregon
KOB	1180	New Mexico College of Agriculture and Mechanical Arts	State College, New Mexico
KSAC	580	Kansas State Agricultural College	Manhattan, Kansas
KUSD	890	University of South Dakota	Vermillion, South Dakota
KWLC	1270	Luther College	Decorah, Iowa
KWSC	1220	State College of Washington	Pullman, Washington

Editorial Note

The Radio Institute of the Audible Arts was founded by the Philco Radio and Television Corporation to stimulate wider appreciation of the many fine programs on the air, and fuller utilization of the radio today.

In addition to such News Letters as this, the Institute has attempted to realize its aims through the issuance of program bulletins listing outstanding radio offerings, both musical and educational, and special studies by recognized authorities in various fields.

These include: "The Use of the Radio in Leisure Time," by Lyman Bryson, Professor of Education at Teachers' College, Columbia University; "Music as Presented on the Radio," "Radio Music for Boys and Girls," "Men and Radio Music," "Women and Radio Music," by Peter W. Dykema, Professor of Music Education at Teachers College, Columbia University; and "The Educational Program," by Merrill Denison.

Any or all of these studies, designed largely as the basis for discussion by educational classes, clubs, or social groups, as well as the program bulletins, can be obtained free of charge, by writing to The Radio Institute of the Audible Arts, 80 Broadway, New York City.

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